

Westford[®]
Mill



The New Season

conscious craftsmanship.

Westford Mill welcomes in the new season with 17 new styles, each crafted with the same dedication to mindful design that strives for minimal environmental impact. Organic cotton, responsible processes and nature-inspired colour palettes embody this ongoing commitment to a more sustainable future.

As is expected of any Westford Mill collection, all new styles are the perfect blend of conscious design with no compromise on aesthetic.

Explore **New**

New for SS24

cotton in conversion.

Our InCo. Cotton collection uses organic fabric produced by farmers moving towards more planet-friendly practices. Each style provides quality and practicality at an affordable price, making eco-aware choices more and more accessible. The perfect way to style more sustainably.



[Explore New](#)

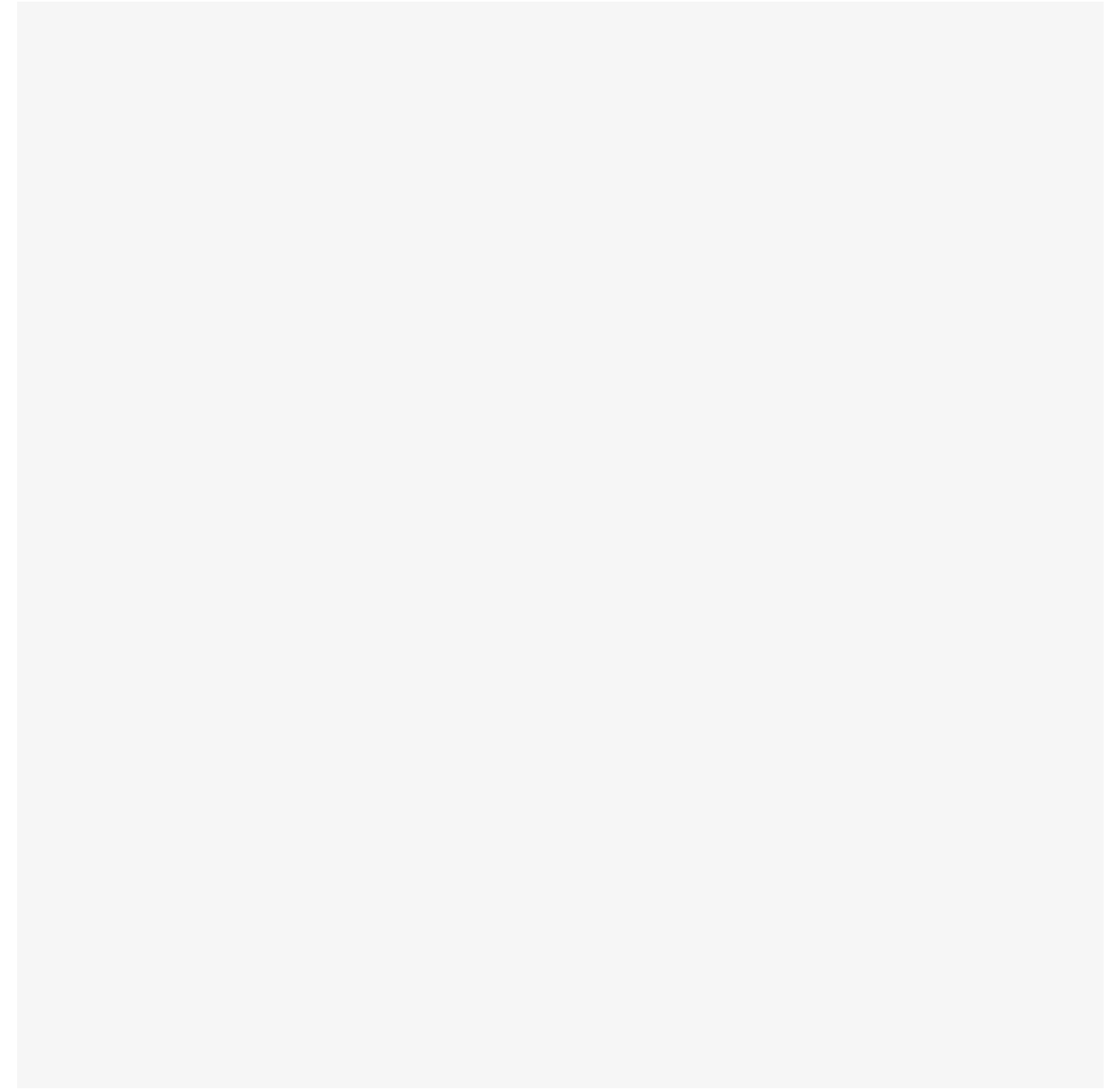


W160

Organic Cotton InCo. Gymsac

Available colours: Black, Dusty Blue, Dusty Green,
French Navy, Natural, Terracotta, White

Explore **New**



W165

Organic Cotton InCo. Maxi Bag for Life

Available colours: Black, Dusty Blue, Dusty Green, French Navy, Natural, Terracotta, White

Explore **New**



W161

Organic Cotton InCo. Bag for Life

Available colours: Black, Dusty Blue, Dusty Green,
French Navy, Natural, Terracotta, White

Explore **New**

New for SS24

true stripes.

Some trends come and go but a stripe is timelessly classic. The Striped collection elevates a soft, minimal aesthetic with a subtle hint of colour and a touch of heritage charm. Made from 100% organic cotton, this is another welcome step towards a more sustainable future and more conscious style choices.



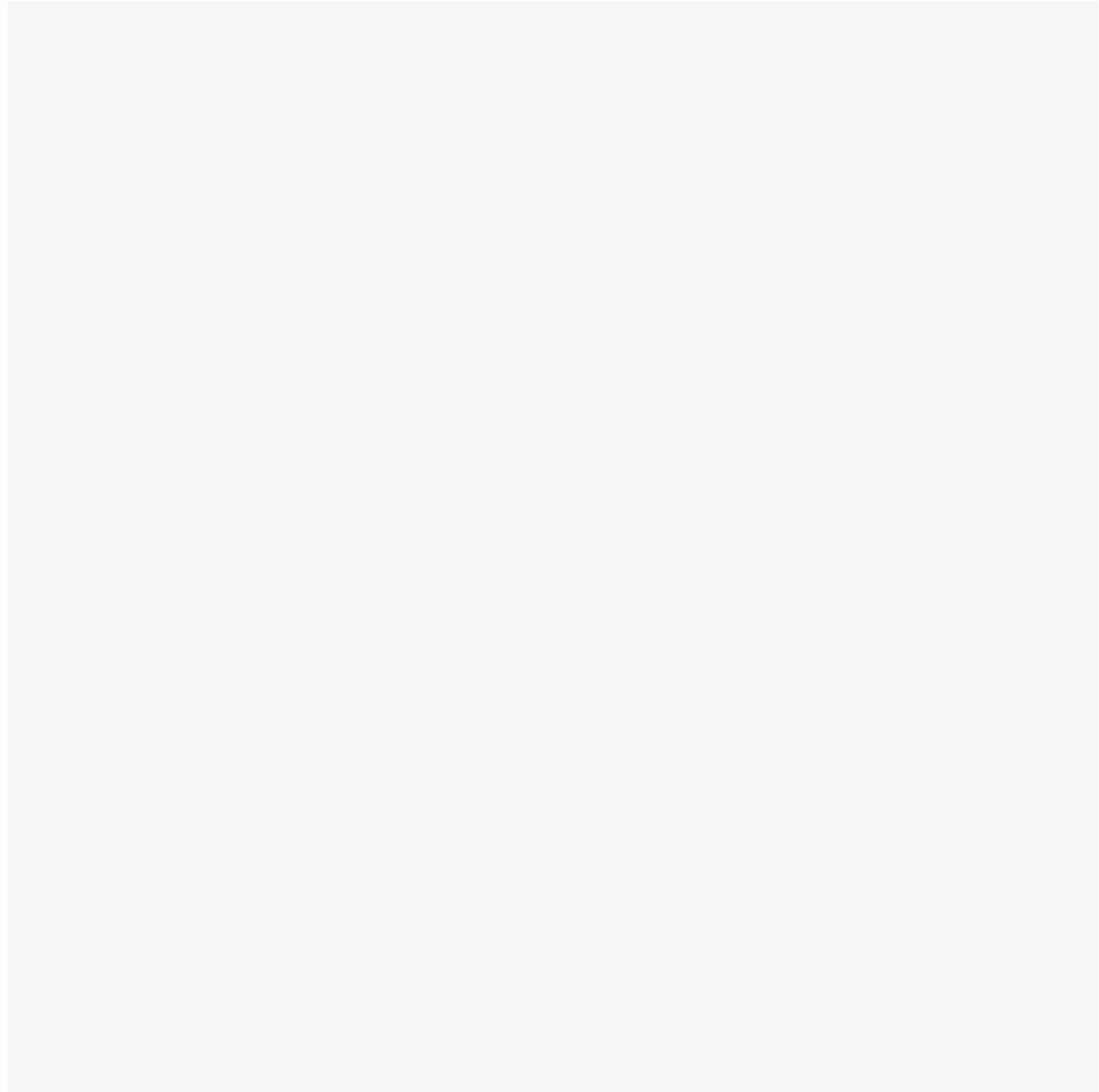
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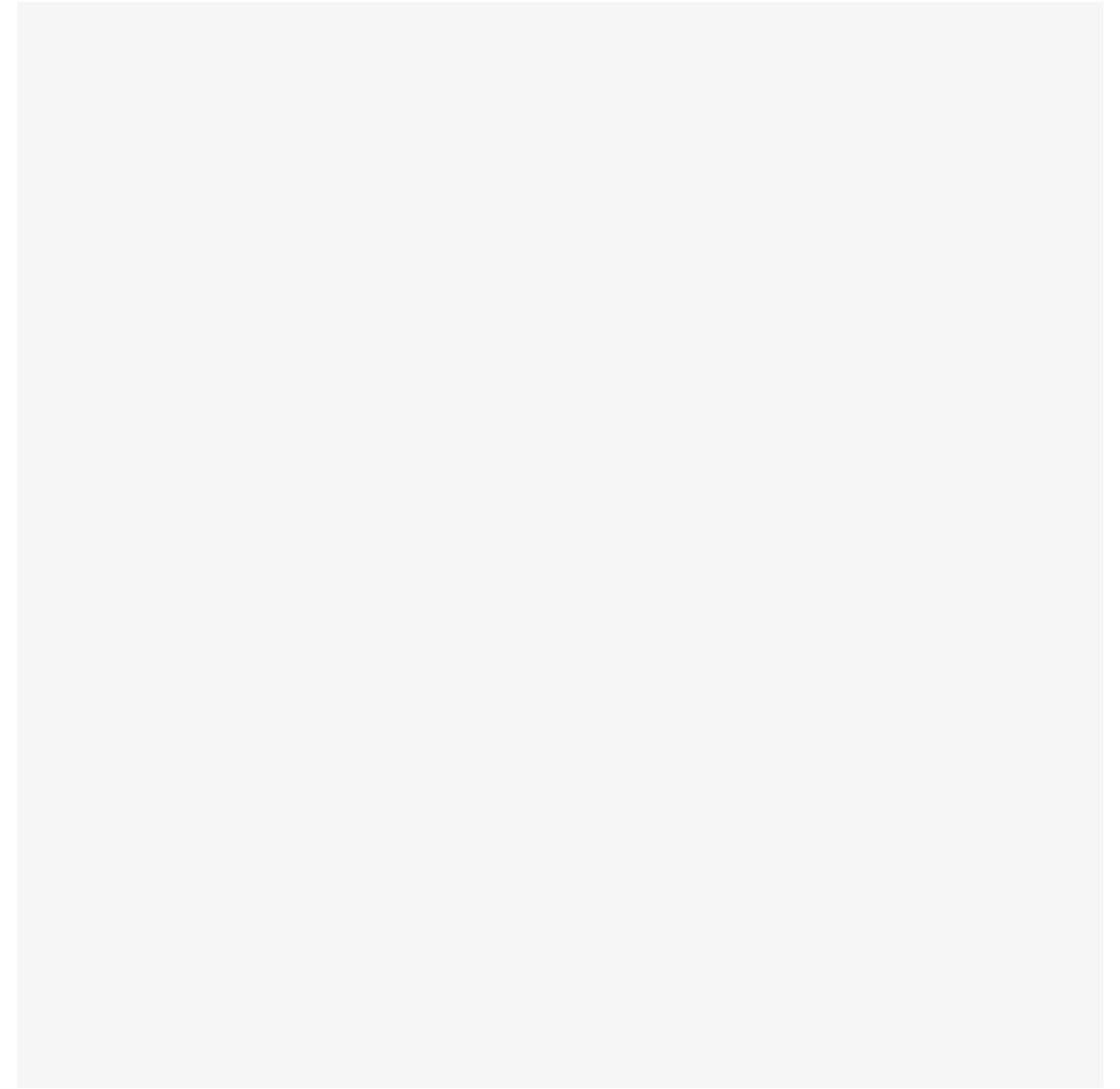
W253

Striped Organic Cotton Accessory Pouch

Available colours: Grey Stripe, Red Stripe



Explore **New**

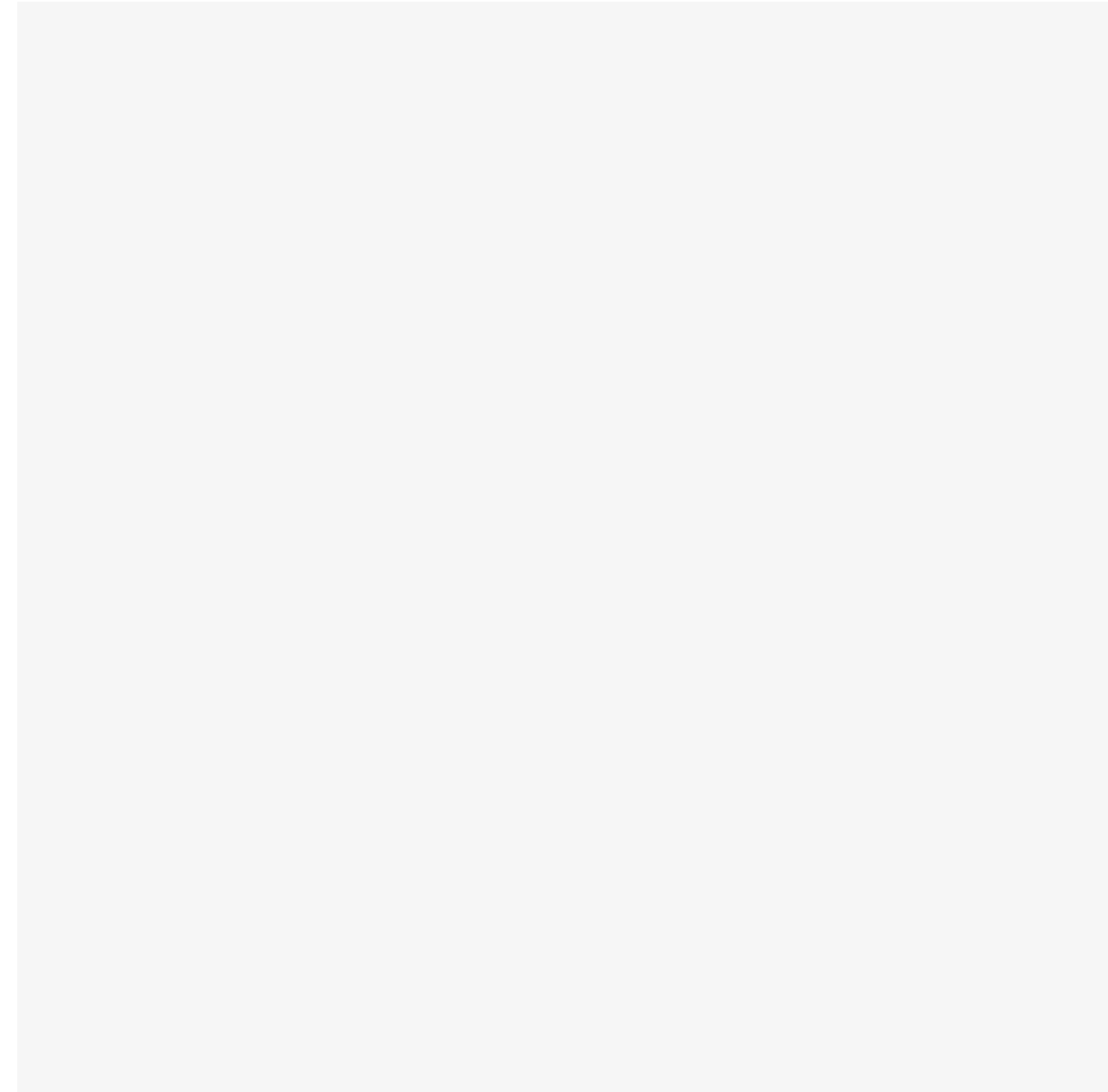


W251

Striped Organic Cotton Tote

Available colours: Grey Stripe, Red Stripe

Explore **New**

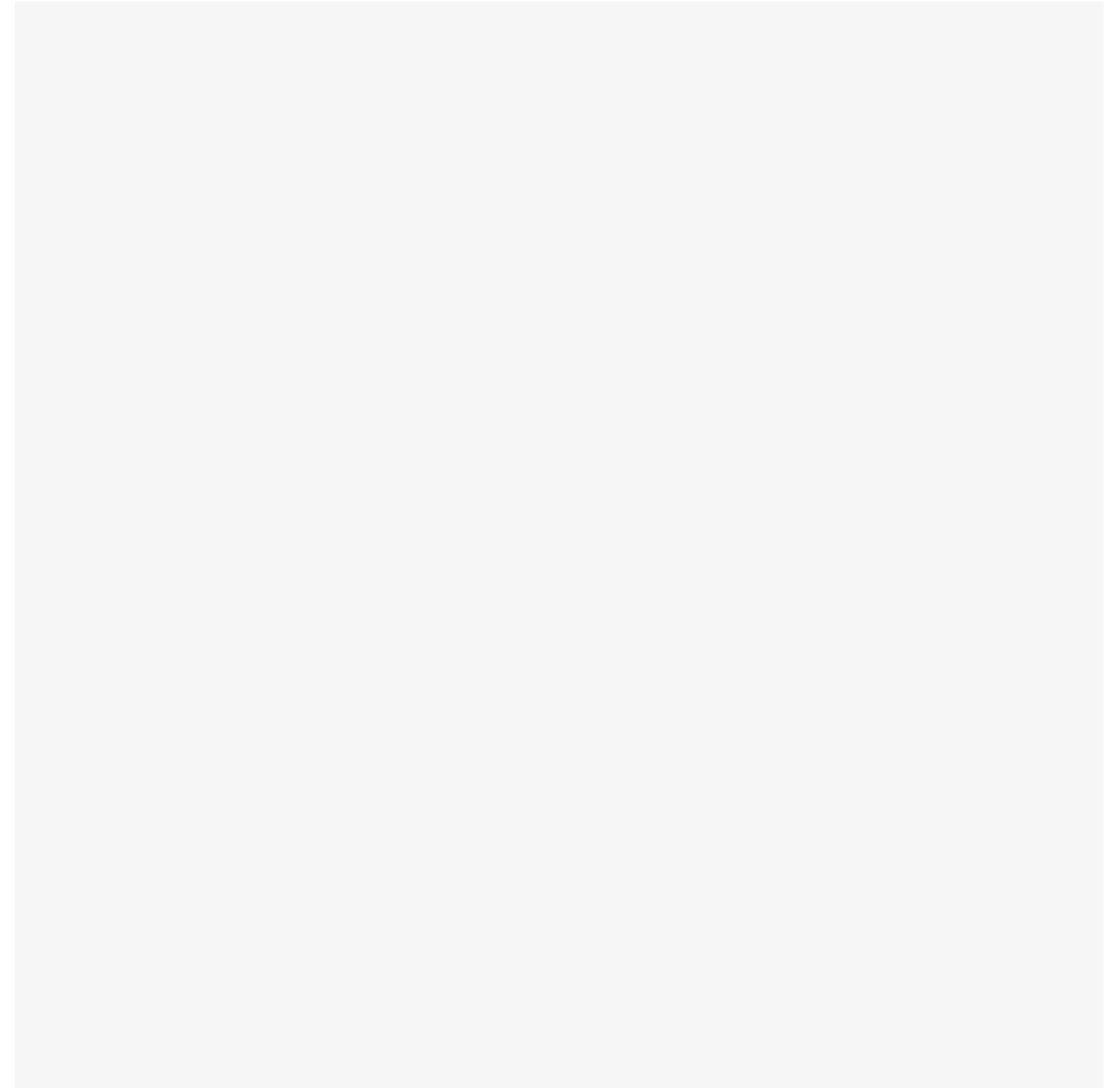


W255

Striped Organic Cotton Shopper

Available colours: Grey Stripe, Red Stripe

Explore **New**



W258

Striped Organic Cotton Barrel Bag

Available colours: Grey Stripe, Red Stripe



New for SS24

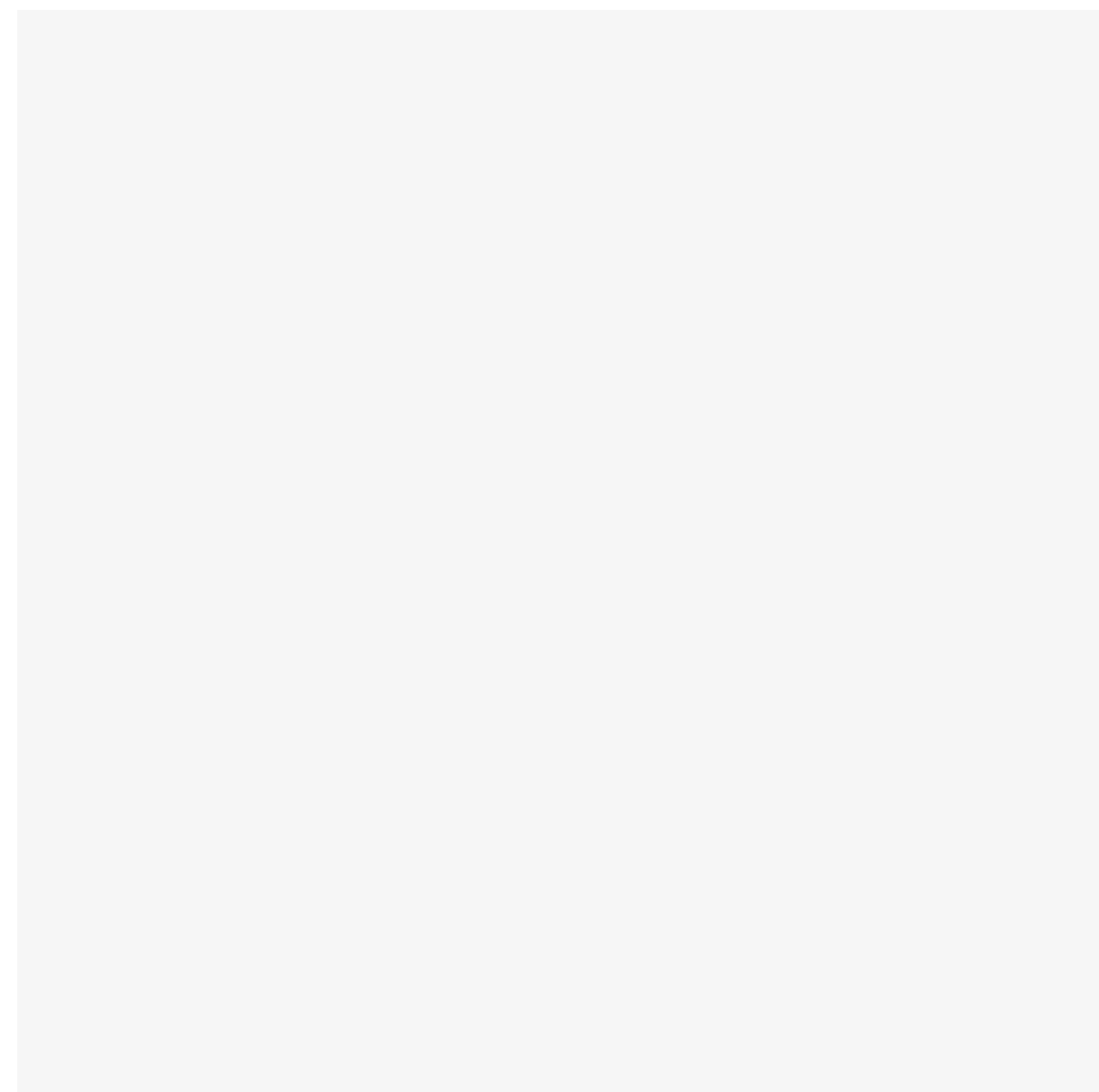
a soft touch.

Say hello to Soft-Washed jute that offers a chic distressed finish to compliment laidback looks and casual styling. The special thing about this collection is that due to the nature of the fabric, colours naturally vary so each piece is unique in its own organic way.



[Explore New](#)

Explore **New**



W466

Soft Washed Jute Beach Bag

Available colours: Blossom,
Duck Egg Blue, Natural, Saffron

Explore **New**

New for SS24

all natural.

The Natural Starched collection introduces an array of angular silhouettes designed for boxy styling and structured storage. Still soft in aesthetic and organic in colour but super robust, these styles promise to pass the test of time. All-natural construction leaves traditional lamination behind.





Explore **New**

W473

Natural Starched Jute Midi Tote

Available colours: Black/Black,
Natural, Natural/Black,
Natural/Navy, Natural/Olive Green



Explore **New**



W475

Natural Starched Jute Market Shopper

Available colours: Natural, Natural/Black,
Natural/Navy, Natural/Olive Green, Natural/Orange Rust

[Explore New](#)



W470

Natural Starched Jute Classic Shopper

Available colours: Black/Black, Natural, Natural/Black, Natural/Navy, Natural/Olive Green



Explore **New**



W480

Cotton Pocket Natural
Starched Jute Shopper

Available colours: Natural

W483

Cotton Pocket Natural
Starched Jute Midi Tote

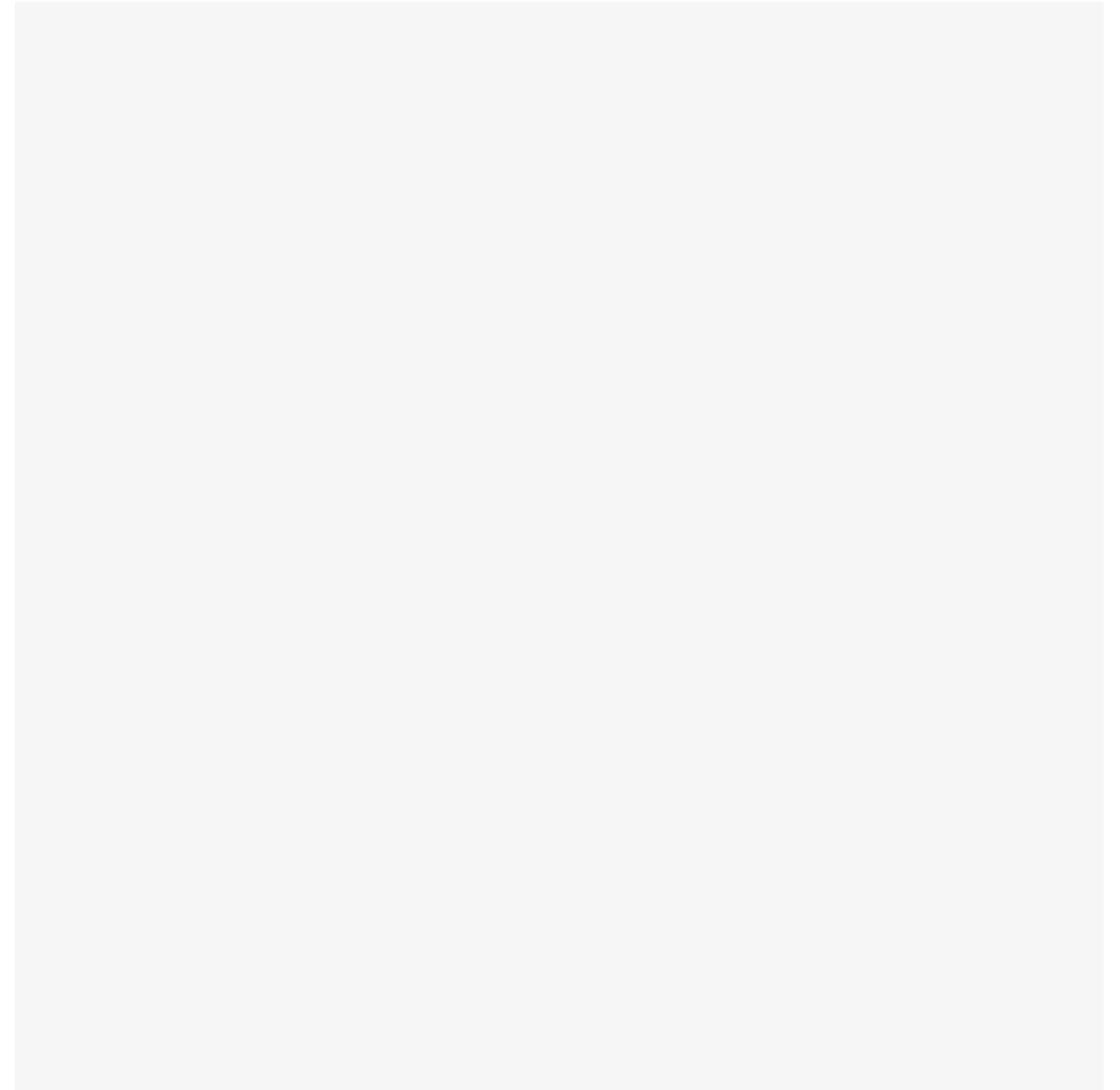
Available colours: Natural



[Explore New](#)



Explore **New**



W477

Natural Starched Jute Mini Gift Bag

Available colours: Natural, Natural/Black, Natural/Navy,
Natural/Olive Green, Natural/Orange Rust



New for SS24

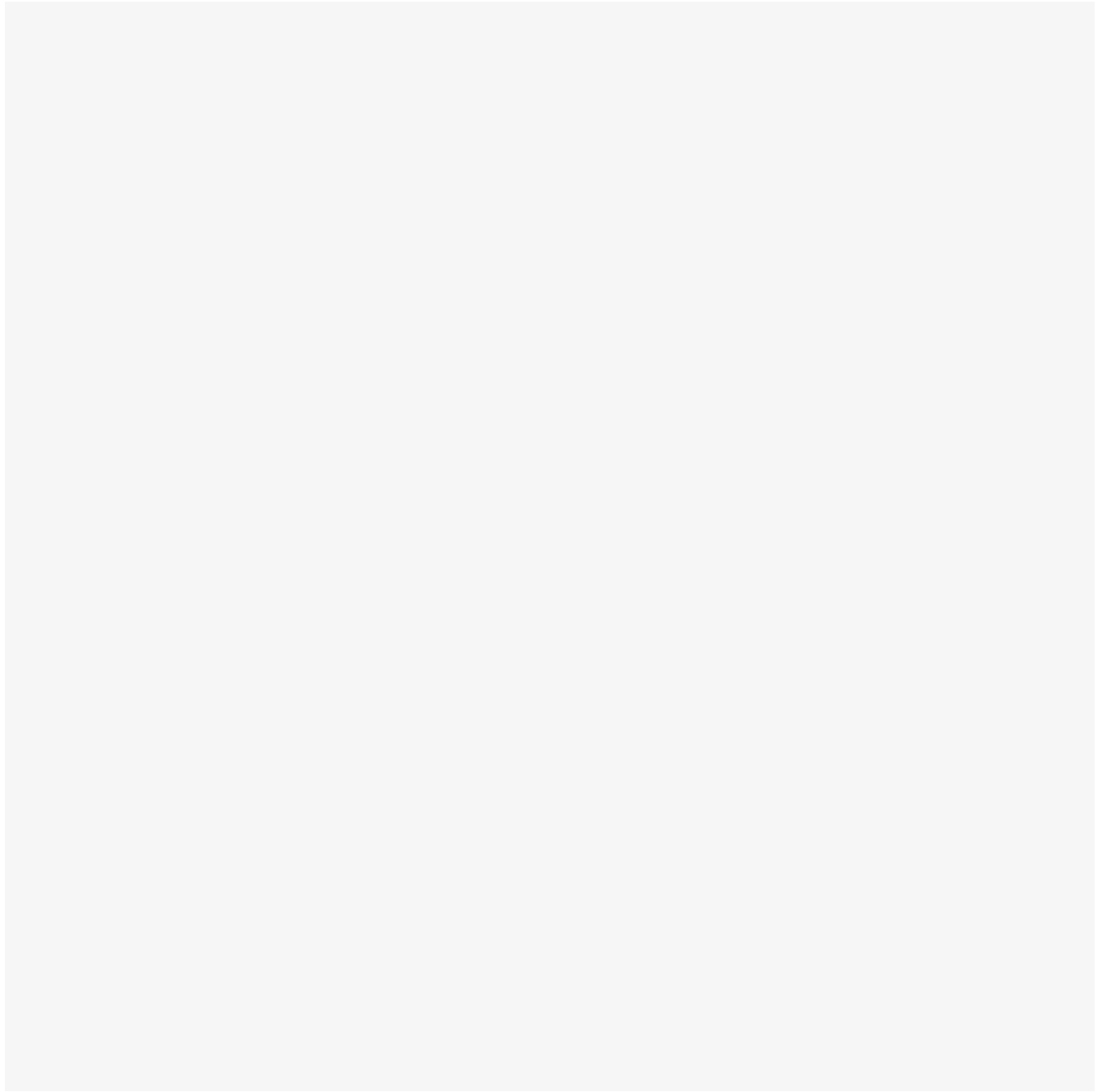
EarthAware.®

Add a pop of colour wherever you go with a palette that's all about making a bold statement. Made from 100% organic twill cotton, the conscious EarthAware® collection is another step in the right sustainable direction.

[Explore New](#)



Explore **New**

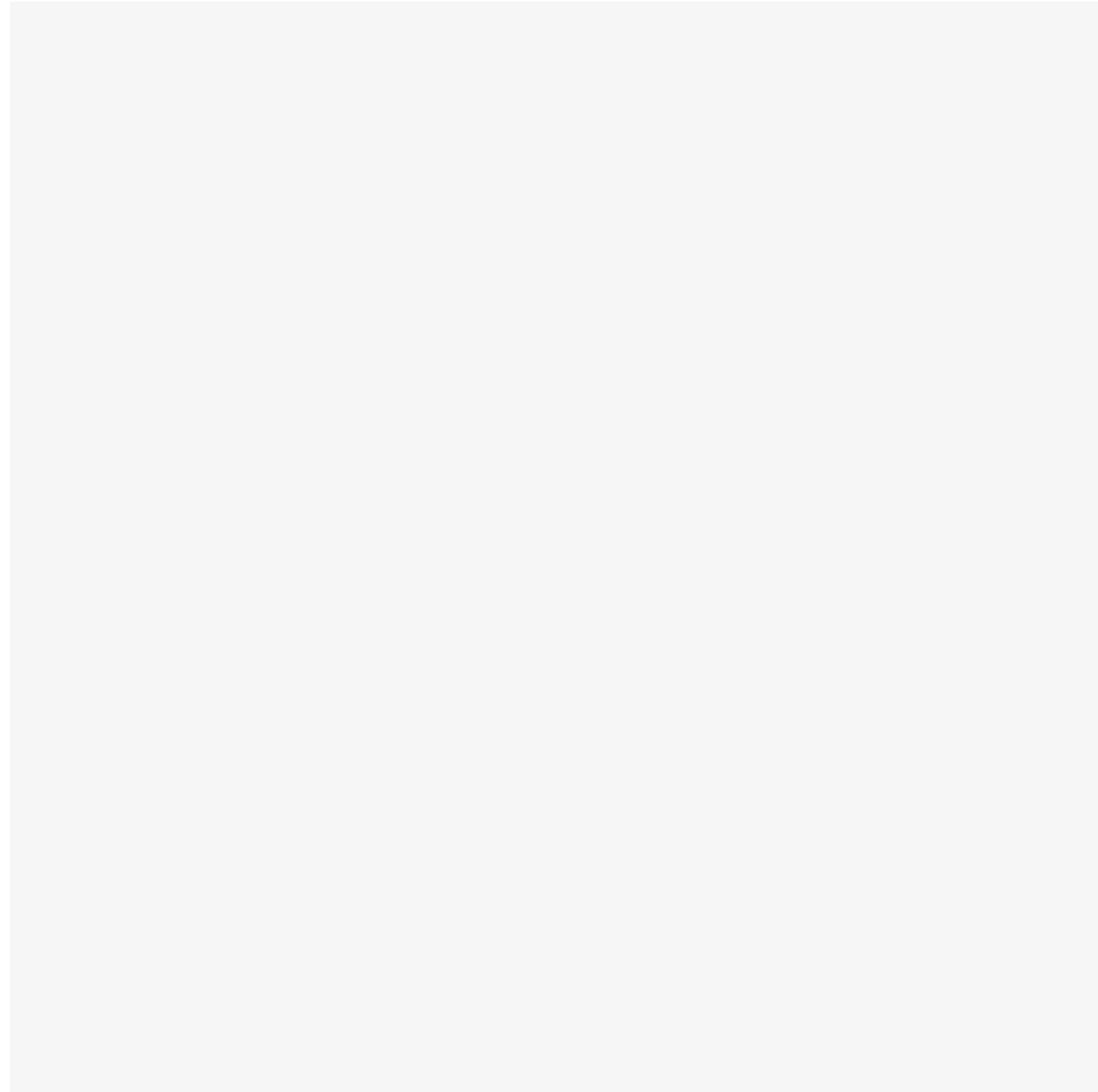


W691

EarthAware® Organic Twill Tote

Available colours: Apple Green, Cornflower Blue, Natural, Orange, Raspberry Pink, Sunflower, Violet

Explore **New**



W695

EarthAware® Organic Twill Shopper

Available colours: Apple Green, Cornflower Blue,
Natural, Orange, Raspberry Pink, Sunflower, Violet



New for SS24

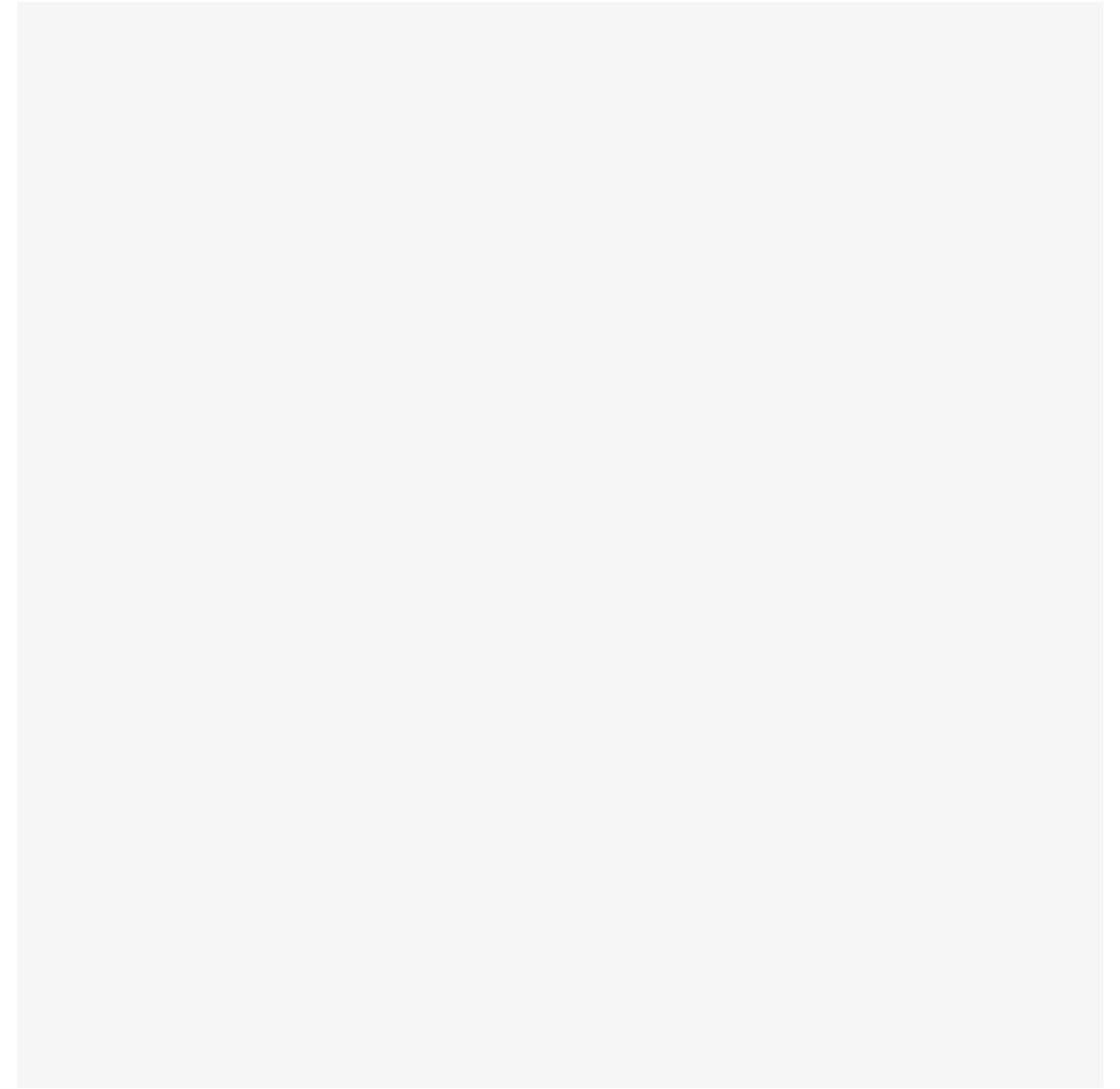
heritage at home.

This season, minimal home decor is being given the Westford Mill touch with an expanded selection of pieces, from the kitchen to the bedroom and everywhere in between. Organic and Fairtrade cotton mean interiors can be styled even more sustainably with signature heritage charm.





Explore **New**

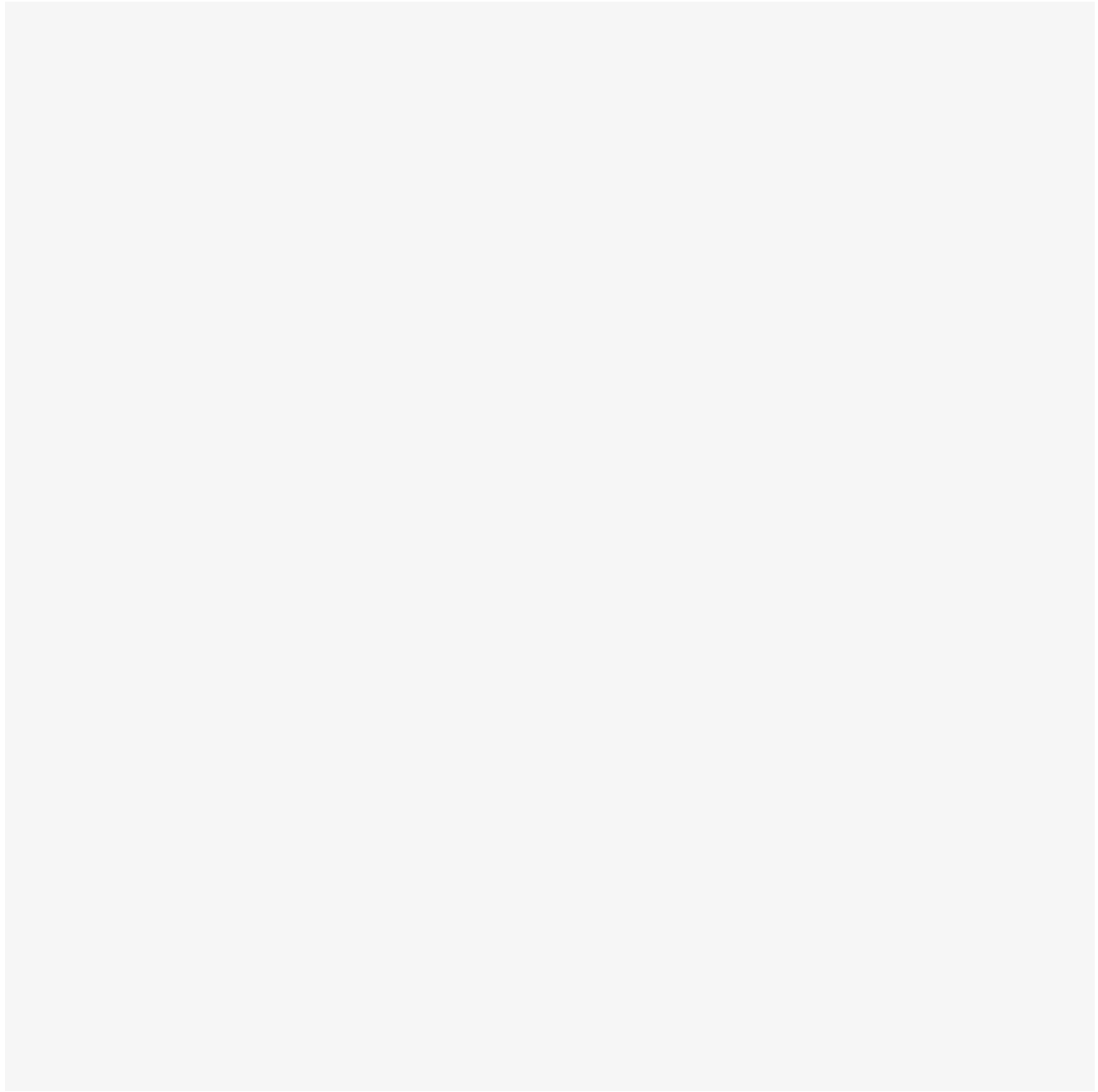


W155

Organic Cotton Mesh Sacks

Available colours: Natural

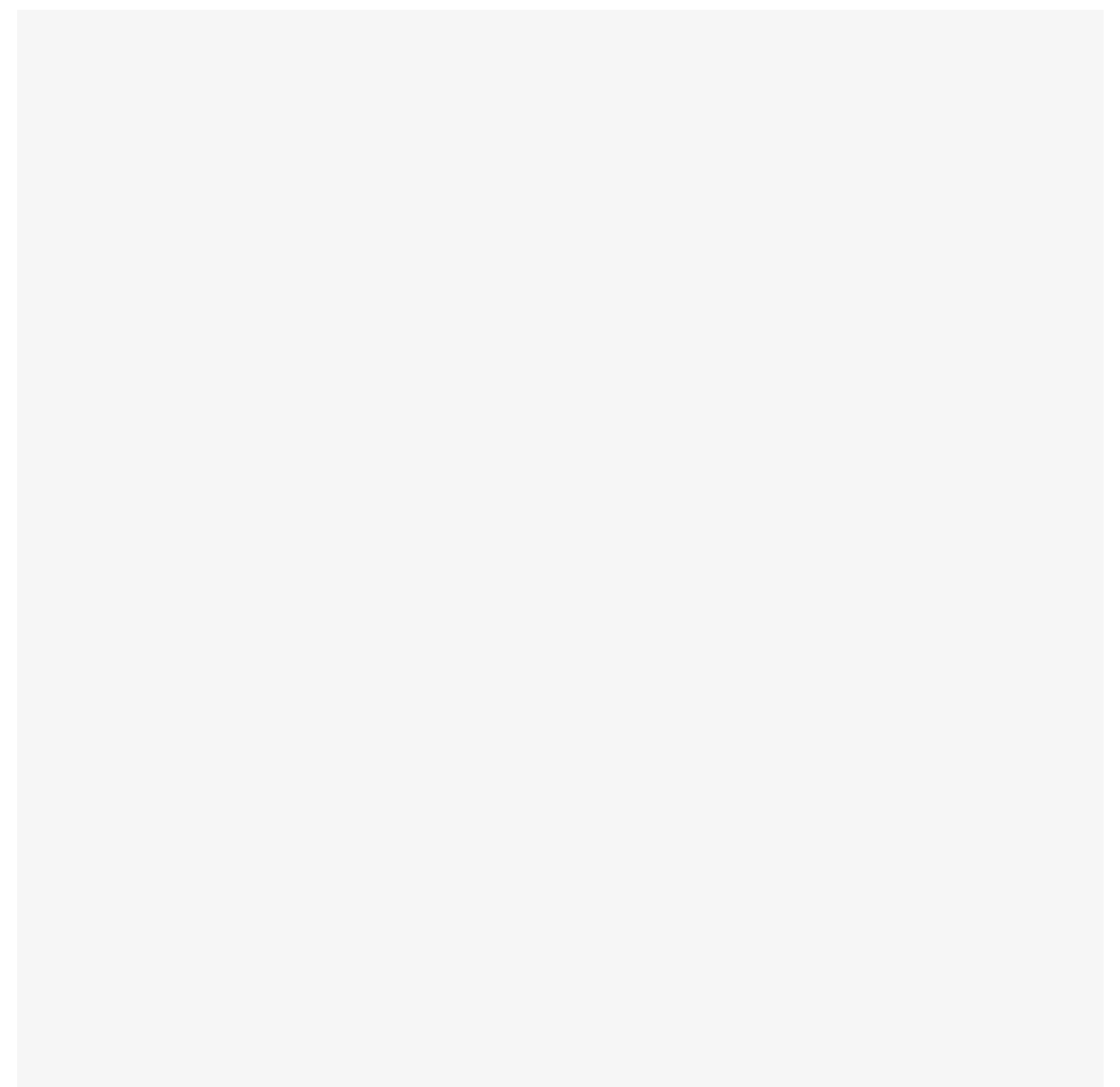




W350

Fairtrade Cotton Canvas
Cushion Cover

Available colours: Black,
Light Grey, Natural



W355

Fairtrade Cotton Piped Cushion Cover

Available colours: Natural/Black, Natural/French Navy,
Natural/Light Grey, Natural/Sage Green



FLO ID 20930

W364

Fairtrade Cotton
Adult Craft Apron

Available colours: Black,
Light Grey, Natural



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**FOR THE
PLANET**

— MEMBER —